



# Public Service Commission of Wisconsin

Burneatta Bridge, Chairperson  
Robert M. Garvin, Commissioner  
Mark Meyer, Commissioner

610 North Whitney Way  
P.O. Box 7854  
Madison, WI 53707-7854

**For Immediate Release – April 14, 2005**

Contact: Linda Barth  
(608) 266-9600

## PSC Adjusts Superior's Rate Requests

MADISON - Today, the Public Service Commission reviewed Superior Water, Light and Power Company's (SWLP) request for an increase in electric, gas and water rates.

In a verbal decision, the Commission approved amounts lower than requested by the utility. The Commission set electric rates to increase by 1.6 percent, lower than the 4.0 percent requested by SWLP. In addition, the Commission approved a 5.1 percent increase in gas, while the utility requested 7.0 percent and set water rates at 9.9 percent, lower than the 12.1 percent requested.

In addition, SWLP requested a 12.25 percent return-on-equity for its shareholders, which the Commission reduced to 11.7 percent.

Based on the Commission decisions today, the typical residential electric bill will increase by an estimated \$1.00 per month and water will increase by approximately \$4.00 per month.

In a rate case, the PSC performs an extensive audit of the utility's operating expenses to determine the revenue necessary in providing reliable service to Wisconsin consumers for the next year. The Commission also determines the rate of return for investors in balancing the investment needs of the utility, while minimizing the impact on ratepayers.

SWPL filed its application last June. A public hearing was held on January 25<sup>th</sup> in both Madison and Superior regarding SWPL's application. The testimony provided at the hearing became part of the record developed for the Commission to review as it considered all the aspects of the application.

The Commission will issue a written order to finalize the rates approved in today's decision. The new rates become effective after the written order is issued.

The documents associated with SWPL's application can be viewed on our Electronic Regulatory Filing System at <http://psc.wi.gov/>. Click on ERF System, select Search Electronic Repository System and enter docket #5820-UR-109.

(END)